

## DETAILED ACTION

### *Examiner's Comment*

The examiner appreciates the applicant's cooperation in the further amendment of this application. This amendment was necessary to clarify the automatic pushing of information potentially of interest to the user is triggered by the location of the wireless device rather than the other methods discussed in the prior art.

### *Allowable Subject Matter*

Claims 4, 15, 20, 21 and 25-33 are allowed. The following is a statement of reasons for the indication of allowable subject matter: With respect to independent claims 4, 15, 20 and 21, the prior art made of record teaches a method of communicating information to a wireless communication device user comprising determining a location of the wireless device **at the time of the wireless mobile communication** and predicting information potentially of interest to the user from the location of the wireless device (i.e. Owensby) but does not teach automatically pushing the information potentially of interest to the user of the wireless device **wherein the automatic pushing is based upon at least the location of the wireless device** and based upon the at least one preference of the user wherein the at least one preference of the user is predicted by utilizing a profile of preferences of the user obtained by ascertaining trends in selections or historical data associated with the user.

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Blane J. Jackson whose telephone number is (571) 272-7890. The examiner can normally be reached on Monday through Thursday, 8:30 AM-7:00 PM, EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Edward Urban can be reached on (571) 272-7899. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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/Blane J Jackson/  
Primary Examiner, Art Unit 2618